

## ARRANGEMENT OF MARKETING MANAGEMENT AT THE ENTERPRISE

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The goal of the article is the definition of theoretical and methodical regulations of marketing management at a company taking into account the main objectives, principles, and tasks.

Marketing management is a modern innovation approach to the company management for the simultaneous achievement of commercial effectiveness and receipt of a social effect. Realization of the first goal allows the company to maintain balanced development, to provide an optimal level of incomes and profitability from the economic activity or maintain the volumes of realizing products, services, and ideas at the definite levels. Realization of the second goal allows achieving the definite social effect, namely: to create a definite need or destroy it, to train consumers how to use products in all possible cases and in an optimal volume, to grant the product a definite status or fashion.

The mentioned goals of marketing management at a company need a significant adjustment in compliance with specific requirements of the main participants of the process that forms five levels of coordination. To the first level refers a dilemma of company owners and hired managers regarding the achievement of a definite level of effectiveness. To the second level – coordination in accordance with partner agree-

ments. To the third level – coordination in accordance with the customer requirements and wishes. To the fourth level – coordination with objectives of company employees. To the fifth level – correction according to society's requirements and expectations.

The author defined eight marketing management organization principles, such as: 1) scientific approach to the arrangement of marketing management; 2) prompt adequate response to the market needs; 3) social and ethical focus on consumers; 4) complex approach to the organization of marketing management; 5) legality, honesty, and propriety of marketing management; 6) marketing management organization competence; 7) commercial effectiveness of marketing management; 8) correctness and reasonableness of marketing management.

Having investigated the marketing management objectives and principles, the author formulated the main tasks, i.e. the defined planned business processes or specific delegated responsibilities. It is proved that objectives characterize a desire to reach a definite result in conditions of uncertainty. The principles define specific rules and regulations of process operation in compliance with objectives and cannot find the definite solution. Tasks are specified, achievable, are more numerous, and require fulfilment.